

CLAIMS

What is claimed is:

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1 A method for constructing a database driven website, the method comprising steps of:

- (a) storing each web page as a database record having fields that reference a layout template and content;
- (b) storing the layout template and the content as database records; and
- (c) displaying each web page by using the fields in the corresponding database record to access the layout template and content records for display.

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2 The method of claim 1 further including the step of: allowing the user to specify a page-type for each web page from among a plurality of page types.

3 The method of claim 2 further including the step of: storing the specified page type as a field in the record for the page type.

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4 The method of claim 3 further including the step of: providing an application object for each respective page type for processing the page-types when invoked.

5 The method of claim 4 further including the step of: when displaying the web page, accessing the page type field and invoking the corresponding application object to display the web page.

5 6 The method of claim 5 further including the step of: comprising the page-types as application page-types and content page-types.

10 7 The method of claim 1 further including the step of: defining, in each layout, template locations for one or more navigational link areas that display navigational links for navigating the website.

15 8 The method of claim 7 further including the step of: storing each web page as a record in response to a user specifying parameters for the web page, wherein the parameters specify a title for the web page, a layout template to apply to the web page, and a link location that defines where a link for the current web page should be displayed.

20 9 The method of claim 8 further including the step of: defining by the link location whether the link for a web page will appear in the navigational areas displayed on every page, or that the current web page is a sub-page of a parent web page, in which case the link for the current web page may only appear when the parent web page is displayed.

10 A method for constructing a database-driven website, the method comprising the steps of:

- (a) providing a plurality of application objects corresponding to a plurality of page-types for processing the page-types when invoked;
- 5 (b) allowing the user to create one or more web pages for the website by specifying parameters for each of the web pages, wherein the parameters include the page-type of the web page, and content to be displayed in the web page;
- (c) storing each web page as a database record and storing the corresponding parameters as fields in the record; and
- 10 (d) displaying one of the web pages on a client computer by invoking the application object indicated in the page type fields in each of the web page records to present the corresponding content to the client computer.

15 11 The method of claim 10 wherein step (a) further includes the step of:

- (i) providing a plurality of layout templates defining locations of navigational areas that display navigational links on web pages.

20 12 The method of claim 11 wherein step (b) further includes the step of:

- (i) allowing the user to select one of the layout templates, and to specify a link location.

13 The method of claim 12 wherein step (d) further includes the step of: accessing the specified layout template to display links to other web pages on the web page.

14 The method of claim 13 further including the step of: defining by the link location whether the link for a web page will appear in the navigational areas displayed on every page, or that the current web page is a sub-page of a parent web page, in which case the link for the current web page may only appear when the parent web page is displayed.

15 The method of claim 10 further including the step of: allowing the user to specify content both during and after specifying the parameters for each web page.

16 The method of claim 10 further including the step of: providing a software tool for allowing the user to construct the website.

17 The method of claim 16 further including the step of: implementing the software tool as a web application running on a server that allows the user to construct the website using a web browser.

18 A method for providing database-driven web pages, the method comprising the steps of:

- (a) providing a plurality of layout templates defining locations of navigational areas that display navigational links on web pages;

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- (b) providing a plurality of page types defining the type of web page, wherein each page type includes an application object for processing the web page;
 - (c) allowing a user to define an organizational hierarchy for the website by specifying parameters for each of web pages, wherein the parameters include one of the layout templates, a title for the web page, one of the page types, and a link location;
 - (d) storing with web page as a database record that includes fields for storing the specified parameters; and
 - (e) displaying each web page by accessing the database record for the web page, and invoking the application object corresponding to the specified page type to render the web page according to the specified layout template.

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15 19 The method of claim 18 further including the step of: defining by the link location whether the link for a web page will appear in the navigational areas displayed on every page, or that the current web page is a sub-page of a parent web page, in which case the link for the current web page may only appear when the parent web page is displayed.

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20 The method of claim 19 further including the step of: allowing the user to specify content for each of the web pages, and storing the content as a database record.

21 The method of claim 20 further including the step of: allowing the user to specify content both during and after specifying the organizational hierarchy for the website.

5 22 The method of claim 21 further including the step of: providing a software tool for allowing the user to construct the website.

10 23 The method of claim 22 further including the step of: providing the software tool as a web application running on a server that allows the user to construct the website using a web browser.

15 24 A method for constructing a website that includes a plurality of web pages wherein top-level web pages, including a homepage, display a set of navigational links for accessing other web pages, the method comprising the steps of:

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- (a) in response to a user requesting to create a website, selecting a layout template that defines the homepage and navigational areas on the top-level web pages for displaying the navigational links; and
 - (b) defining the top-level web pages by
 - (i) allowing the user to specify parameters for each of the top-level web pages,
 - (ii) allowing the user to specify a link location for each of the top-level web pages, wherein the link location defines either which navigational area a link to the top-level web page will be

displayed, or that the top-level web page is a sub-page of
apparent top-level web page, such that the parent top-level
web page will display a navigational link to the sub-page, and

- (iii) storing each of the top-level web pages as a database record,
and storing the corresponding parameters as fields in the
record.

25 The method of claim 24 wherein step further includes the step of: allowing the
user to specify a page type and content for each of the top-level web pages.

26 The method of claim 25 wherein step further includes the step of: storing a
plurality of page types as database records for user selection, and storing the
content for each of the top-level web pages as database records.

27 The method of claim 26 further including the step of: providing a plurality of
application objects corresponding to each page type for processing the page-types
when invoked.